

Attn: Finance/ Sports Editor  
[For Immediate Release]



## The 12<sup>th</sup> National Games Sponsored by Xtep Ends with Great Success Highly Executes the Games Spirit of "Fitness for All to Enjoy" Fully Promotes Mass Fitness

[17 September, 2013, Hong Kong] — Leading PRC fashion sportswear enterprise, **Xtep International Holdings Limited** ("Xtep" or the "Company" and, together with its subsidiaries, the "Group") (Stock code: 1368) is pleased to announce the 12<sup>th</sup> National Games successfully ended on 12 September in Shenyang, Liaoning. Xtep is the sole official sportswear partner of the Games. Upholding the slogan of "Fitness for All to Enjoy", the Games attracted a total of 38 delegation teams with 9,000 athletes participating in over 30 sporting events. From the kick off show of public aerobics at the opening ceremony to the stunt show at the closing ceremony, the spirit of "Fitness for All" and the focus of getting back on the sports itself ran through the whole Games, successfully creating a national comprehensive sporting event which involved mass participation.

For the third consecutive time, Xtep is honored to be the sole apparel sponsor of the National Games since the tenth National Games in Jiangsu Province in 2005, thus breaking the norm of international brands on sponsorships of top national events. Being once again appointed as the sole official apparel partner of the 12<sup>th</sup> National Games Organizing Committee, Xtep not only provided custom designed outfits for the Games' officials, torch relay members, escort runners, judges and volunteers etc., but also tailor-made outfits for 14 delegation teams, including the delegation team from Liaoning (the host city this year), Jiangsu (the host city for the tenth National Games), Tianjin (upcoming 13<sup>th</sup> National Games host city), Beijing, Guangdong, Zhejiang, Hunan, Hubei, Henan, Hebei, Guizhou, Fujian and HKSAR, as well as the China's military delegation team.



**Picture 1:** Performers, geared up in their Xtep outfit, demonstrated the "X"(Xtep) gesture of "Love Sports, Everyone is X-man" during their public aerobics at the opening ceremony of the 12<sup>th</sup> National Games.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep, said, "The National Games are among the highest level as well as the largest scale in the country. Xtep has fully utilized the opportunities generated by this mega sporting event so as to further consolidate its leading position in fashion sportswear brand. The National Games sponsorship has not only successfully uplifted the brand image and position of Xtep, but also echoed the slogan of "Fitness for All" which was highly advocated by the central government, and in line with Xtep's brand culture -- calling for sports participation and endeavoring to maintain a balancing and healthy life style."

During the 12<sup>th</sup> National Games, Xtep carried out a series of advertising and promotional activities, comprehensively covering television media, printed media and online media in a wide spectrum, boosting Xtep's brand equity to the next level with outstanding results.



**Picture 2:** In addition to the CCTV-5 channel, which hosted a number of TV programs giving a 360-degree coverage of the Games, Xtep has invested in printed media, such as "Guangzhou Daily" and "Nanfang Daily", as well as online media such as Weibo and Weixin.



**Picture 3:** On 7 September, Fujian delegation team, geared up in Xtep's uniform, won the championship of the men's badminton team event that was title-sponsored by Xtep as "Xtep Cup", at the 12<sup>th</sup> National Games.

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**About Xtep International Holdings Limited (HKSE stock code: 1368)**

Listed on June 3, 2008 on the Main Board of the Hong Kong Stock Exchange, Xtep International Holdings Limited is a leading PRC fashion sportswear enterprise. It is principally engaged in the design, development, manufacturing, sales and marketing of sports footwear, apparel and accessories. Xtep boasts an extensive distribution network of over 7,000 stores nationwide covering 31 provinces, autonomous regions and municipalities across the PRC.

For more information, please visit Xtep's corporate website: [www.xtep.com.hk](http://www.xtep.com.hk)

Issued by **Porda Havas International (Finance) PR Group** on behalf of **Xtep International Holdings Limited**.

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